

ADD NEW TABLE OF CONTENTS TO ARTICLE VIII

SECTION NUMBER	TITLE	PAGE NUMBER(S)
8.100	ADMINISTRATION	
8.101	Purpose.....	
8.102	Requirement of Conformity.....	
8.103	Non-Conforming Signs.....	
8.104	Penalties for Violations.....	
8.105	Revocation of Permits.....	
8.106	Removal of Signs.....	
8.107	Liability for Damages.....	
8.108	Affect of Amendment on Pending Suits.....	
8.200	DEFINITIONS	
	Terms Defined.....	
8.300	PROCEDURES	
8.301	Development Review Board Approval.....	
8.302	Sign Programs.....	
8.303	Requirement of Permit.....	
8.304	Permit Application and Expiration.....	
8.305	Permit Fees.....	
8.306	Construction Requirements.....	
8.307	Inspections.....	
8.308	Inspection Markings.....	
8.309	Maintenance.....	
8.310	Prohibited Lighting And Movement.....	
8.311	Required Signs.....	
8.312	Location Requirements.....	
8.400	GENERAL REQUIREMENTS	
8.401	Sign Lighting.....	
8.402	Sign Face.....	
8.403	Business Identification.....	
8.404	Building Or Complex Identification.....	
8.405	Wall Signs.....	
8.406	Sign Character.....	
8.407	Sign Area.....	
8.408	Freestanding Sign.....	
	Traffic Hazard.....	
	Street Placement.....	
	Curb Setback.....	
	Specified Uses	
8.409	Traffic Directional Signs.....	
8.410	Off Premise Traffic Directional Sign.....	
8.411	Scenic Corridor.....	
8.412	Awning Signs.....	
8.413	Change Panel Signs.....	
8.414	Individual Letters.....	
8.415	Modifiers	

SECTION NUMBER	TITLE	PAGE NUMBER(S)
8.416	Directory Signs.....	
8.417	Window Signs.....	
8.418	Special Events.....	
8.419	Capital Improvement Projects.....	
8.500	PERMANENT SIGNS ALLOWED	
8.501	Unspecified Uses in C-1, C-2, C-3, C-4, C-S, D, PNC, PCP, PCoC and PRC (Zoning Districts).....	
8.502	Unspecified Uses in I-1 and I-G Zones	
8.503	Unspecified Uses in The S-R Zone.....	
8.504	Unspecified Uses in The R-1, R-2, R-3, R-4, R-4R, R-5, C-O, P-1, P-2, P-3, and O-S Zones.....	
8.510	PERMANENT SIGNS FOR SPECIFIED USES	
8.511	Hotels, Motels, Inns, and Guest Ranches in R-5, C-2, C-3 and D Zones (With One Hundred or Fewer Rooms).....	
8.512	Hotels, Motels, Inns and Guest Ranches (With One Hundred or More Rooms) in R-5, C-2, C-3 and D Zones.....	
8.513	Hotels, Motels, Inns and Guest Ranches in R-4R Zones.....	
8.514	Public Uses, Institutional Uses, Schools and Churches.....	
8.515	Theaters.....	
8.516	Drive-In Theaters.....	
8.517	Multi-Family and Duplex Developments and Manufactured Home Parks.....	
8.518	Single-Family Developments.....	
8.519	Commercial Subdivisions.....	
8.520	Single-Family Residences.....	
8.521	Farms and Ranches.....	
8.522	Banks.....	
8.523	Service Stations.....	
8.524	Restricted Parking Signs.....	
8.525	Auto Dealerships.....	
8.530	SPECIAL DEVELOPMENTS	
8.531	Multiple-Tenant Commercial Buildings – Total Floor Area of Less Than Thirty Thousand (30,000) Square Feet.....	
8.532	Multiple-Tenant Commercial Buildings – Total Floor Area Thirty Thousand (30,000) to Sixty (60,000) Square Feet.....	
8.533	Multiple-Tenant Commercial Buildings – Total Floor Area of Sixty Thousand (60,000) to One Hundred Thousand (100,000) Square Feet.....	
8.534	Multiple-Tenant Commercial Buildings – Total Floor Area of One Hundred Thousand (100,000) Square Feet or Greater.....	
8.535	Medical Facilities – Generally	
8.536	Medical Facilities – Gross Floor Area of Less Than Thirty Thousand (30,000) Square Feet	
8.537	Medical Facilities – Gross Floor Area of Thirty Thousand (30,000) to Less Than One Hundred Thousand (100,000) Square Feet.....	

SECTION NUMBER	TITLE	PAGE NUMBER(S)
8.538	Medical Facilities – Gross Floor Area of One Hundred Thousand (100,000) Square Feet or Greater.....	
8.539	Airport (Official Scottsdale Airport) Uses.....	
8.540	Special Events and Theme Amusement Parks.....	
8.541	Master Planned Community.....	
8.600	TEMPORARY FREESTANDING SIGNS ALLOWED	
8.601	On-Premise Development Signs.....	
8.602	On-Premise Contractor Or Subcontractor Signs.....	
8.603	On-Premise Sale, Lease, And Rent Signs.....	
8.604	Off-Premise Subdivision, Condominium And Multi-Family Directional Signs.....	
8.605	Off-Premise Open House Directional Signs.....	
8.606	No Trespassing Signs.....	
8.607	Political Signs.....	
8.608	Grand Opening Signs.....	
8.609	Menu Signs.....	
8.610	Master Developer Identification Sign.....	
8.611	Information Center Identification.....	
8.612	Master Planned Community (MPC) Information Center Directional Signs.....	
8.613	Major Master Planned Community (MPC) Information Center Directional Signs.....	
8.614	Window Signs.....	
8.615	Master Planned Community Off-Premise Directional Signs.....	
8.616	Auto Dealership Promotional Events.....	

DRAFT TEXT AMENDMENT 7-TA-2002

ARTICLE VIII.

SIGN REQUIREMENTS

Sec. 8.100. ADMINISTRATION.

Sec. 8.101. Purpose.

I. IT SHALL BE THE PURPOSE OF THIS CHAPTER TO PROMOTE AND PROTECT THE GENERAL HEALTH, SAFETY, WELFARE AND COMMUNITY ENVIRONMENT BY ESTABLISHING A COMPREHENSIVE SYSTEM FOR THE REGULATION ON ALL ADVERTISING DEVICES, DISPLAYS, SIGNS AND THEIR HOUSING, STRUCTURE OR FORM, WHILE MAINTAINING OR IMPROVING ECONOMIC STABILITY THROUGH AN ATTRACTIVE SIGN PROGRAM. IT IS ALSO THE PURPOSE OF THIS CHAPTER TO PROTECT THE GENERAL PUBLIC FROM DAMAGE AND INJURY WHICH MAY BE CAUSED BY THE FAULTY AND UNCONTROLLED CONSTRUCTION OF SIGNS WITHIN THE CITY; TO PROTECT PEDESTRIANS AND MOTORISTS OF THE CITY OF SCOTTSDALE FROM DAMAGE OR INJURY CAUSED, OR PARTIALLY ATTRIBUTABLE TO THE DISTRACTIONS AND OBSTRUCTIONS CAUSED BY IMPROPERLY SITUATED SIGNS; TO PROMOTE THE PUBLIC SAFETY, WELFARE, CONVENIENCE AND ENJOYMENT OF TRAVEL AND THE FREE FLOW OF TRAFFIC WITHIN THE CITY OF SCOTTSDALE.

II. IT IS ALSO THE INTENT OF THIS CHAPTER TO ENHANCE OR CREATE A MORE ATTRACTIVE AND MEANINGFUL BUSINESS CLIMATE; TO PROMOTE AND AID THE CITY'S IMPORTANT TOURIST INDUSTRY; TO ENHANCE, PROTECT, AND MAINTAIN THE PHYSICAL AND NATURAL BEAUTY OF THE COMMUNITY INCLUDING ITS SCENIC PRESERVES; TO PRESERVE THE BEAUTY AND UNIQUE CHARACTER OF THE CITY OF SCOTTSDALE, AND TO ENSURE THAT SIGNAGE IS CLEAR, COMPATIBLE WITH THE CHARACTER OF THE ADJACENT ARCHITECTURE AND NEIGHBORHOODS AND PROVIDES THE ESSENTIAL IDENTITY OF, AND DIRECTION TO, FACILITIES IN THE COMMUNITY.

~~The purpose of this ordinance is to establish standards for the regulation of signs within the City of Scottsdale in order to safeguard the public interest:~~

- ~~———— (a) ——— To protect property values within the City of Scottsdale;~~
- ~~———— (b) ——— To preserve the beauty and the unique character of the City of Scottsdale;~~
- ~~———— (c) ——— To promote and aid in the tourist industry which is of great importance to the economy of the City of Scottsdale;~~
- ~~———— (d) ——— To protect the general public from damage and injury which may be~~

DRAFT TEXT AMENDMENT 7-TA-2002

~~caused by the faulty and uncontrolled construction of signs within the city;~~

- ~~———— (e) ——— To protect pedestrians and motorists of the City of Scottsdale from damage or injury caused, or partially attributable to the distractions and obstructions caused by improperly situated signs;~~
- ~~———— (f) ——— To promote the public safety, welfare, convenience and enjoyment of travel and the free flow of traffic within the City of Scottsdale;~~
- ~~———— (g) ——— To ensure that signage is clear, compatible with the character of the adjacent architecture and neighborhoods and provides the essential identity of, and direction to, facilities in the community.~~

Sec. 8.200. DEFINITIONS. (Note: Graphics in definition section added with 7-TA-2002)

Abandoned sign. A sign located on a property or premises which is vacant and unoccupied for a period of three (3) months, or a sign which is damaged, in disrepair, or vandalized and not repaired within thirty (30) days of the date of the damaging event.

Airport. Those areas included within the perimeter fence of the Scottsdale Municipal Airport property.

Animation. The movement or the optical illusion of movement of any part of the sign structure, design or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity; the automatic changing of all or any part of the facing of a sign; the movement of a sign set in motion by the atmosphere. Time and temperature devices shall be considered animated signs. Banners and flags shall be exempted from this definition.

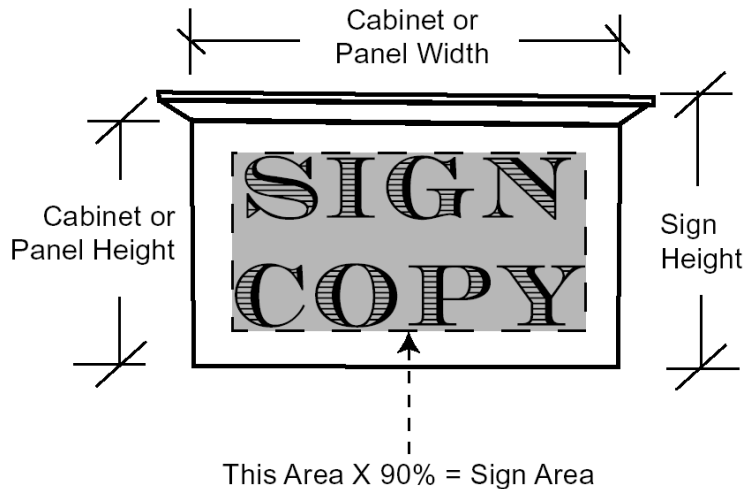
Applicant. A person or entity who applies for a sign permit in accordance with the provisions of this ordinance.

Architectural sign. A sign incorporated into an architectural element such as an archway, fountain or sculptured garden which is integrated with, but subordinate to, the overall architectural element.

DRAFT TEXT AMENDMENT 7-TA-2002

Area of sign. In the case of individual letters used as a sign, the area is ninety (90) percent of the area enclosed within the smallest regular geometric figure needed to completely encompass all letters, insignias or symbols of the sign, including horizontal spacings between letters, insignias or symbols, except as otherwise provided herein.

For signs other than individual letters, words, insignias or symbols, the area is the total area of the facing or the total area within the outer edge of any existing border of the sign.



Arterial (street). Those lengths of streets so classified on the City of Scottsdale's General Plan.

Automated teller machine directional sign. A traffic directional sign which is used to direct pedestrian or vehicular traffic on a parcel to the location of an automated teller machine.

Automated teller machine sign. Any sign located on or architecturally associated with the exterior face of an automated teller machine.

Awning sign. Signs which are placed on or integrated into fabric or other material canopies which are mounted on the exterior of a building.

Banner. A rectangular shape of fabric or other suitable material which is attached or suspended at two (2) ends or continuously across the long side. Attachment or suspension may be from buildings and/or poles.

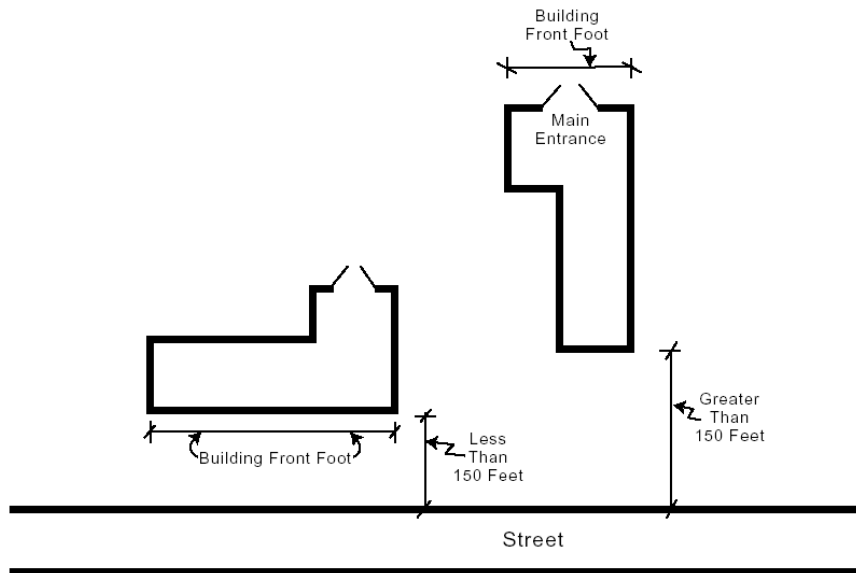
Banner, decorative. A banner which contains no text.

Banner, public information. A banner which displays graphics and limited text regarding a special event.

Building front foot. The maximum width of the projected building elevation

DRAFT TEXT AMENDMENT 7-TA-2002

measured on a straight line parallel to the street if the building is within one hundred and fifty (150) feet of the street and visible from the street or a straight line parallel to the face of the building which has the primary entrance. In the event that a building fronts on two (2) or more streets, the property owner shall be given the option of selecting one (1) street frontage for the purpose of computing allowable sign area.

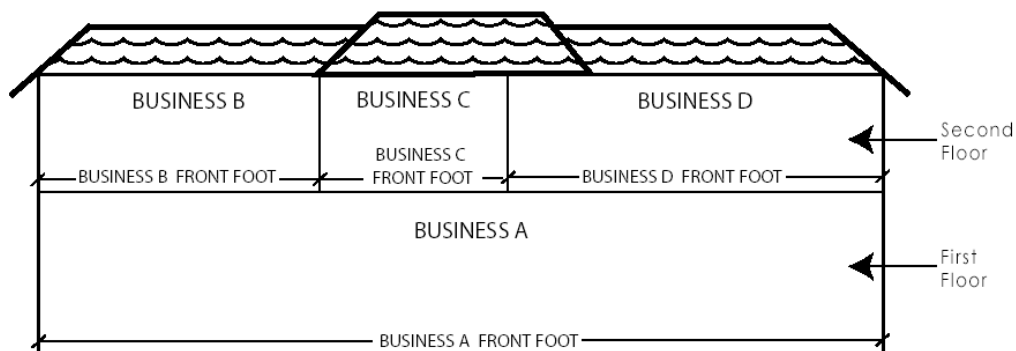


Building identification. The name of a building or of a tenant or occupants occupying at least thirty (30) percent of the building or sixty (60) percent of the first floor, which is placed on the building, or on a freestanding sign.

Building wall. The individual sides of a building.

Business entrance identification. A sign adjacent to, or on the entrance door of, a business containing the business name and such other appropriate information as store hours and telephone numbers.

Business front foot. The lineal distance of the building space occupied by the particular business measured on a straight line parallel to the street. Where a business does not parallel a street, the front foot shall be measured along the exterior of the building space occupied by the particular business.



Business Front Foot

DRAFT TEXT AMENDMENT 7-TA-2002

Business name. The name by which a business is commonly recognized and used by the applicant. The applicant shall provide stationery or other supporting documents illustrating the use of the business name or verification of the official business license or tax name. Slogans or product information shall not be considered as the business name.

Cabinet. A three-dimensional structure which includes a frame, borders and sign panel face and may include internal lighting upon which the sign letters and logos are placed or etched, and is architecturally integrated with the building.

Change panel. A sign designed to permit immediate change of copy with language other than the name of the business.

Commercial district. A group or cluster of retail shops, offices or industrial buildings which share common parking, landscaping, and/or frontage, have a property owners association and have a name which is generally understood by the public to refer to the group or cluster.

Common building entrance. In a multitenant building, an entrance leading to a common lobby, atrium, patio and/or elevator foyer.

Community sign district. A group of businesses in a specified area in the city which have been organized into a coordinated group for the purpose of common signage and signage control.

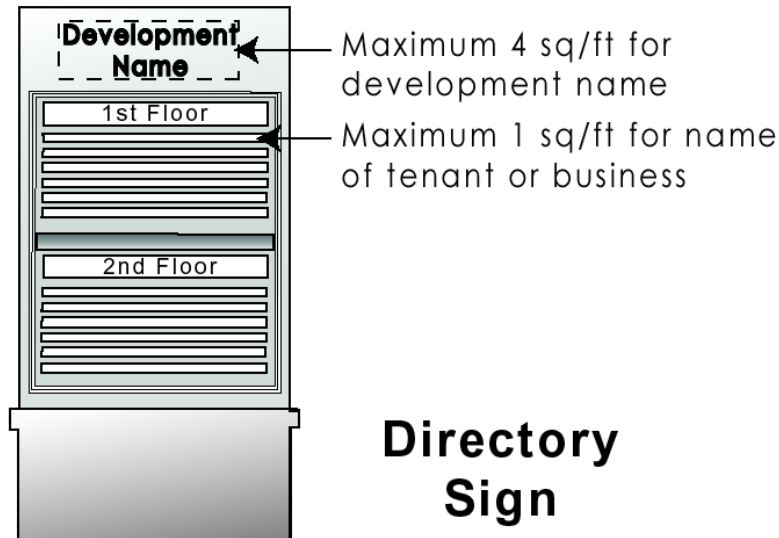
Comprehensive sign program. A sign program submitted under the guidelines of a community sign district intended to encourage flexible signage opportunities which is greater than that allowed in underlying zoning district.

Contractor or subcontractor signs. The temporary signs which identify the contractor or subcontractor engaged in the construction, reconstruction or repair of a building or buildings on a lot or parcel of property.

Development sign. A temporary sign used to identify an approved future development.

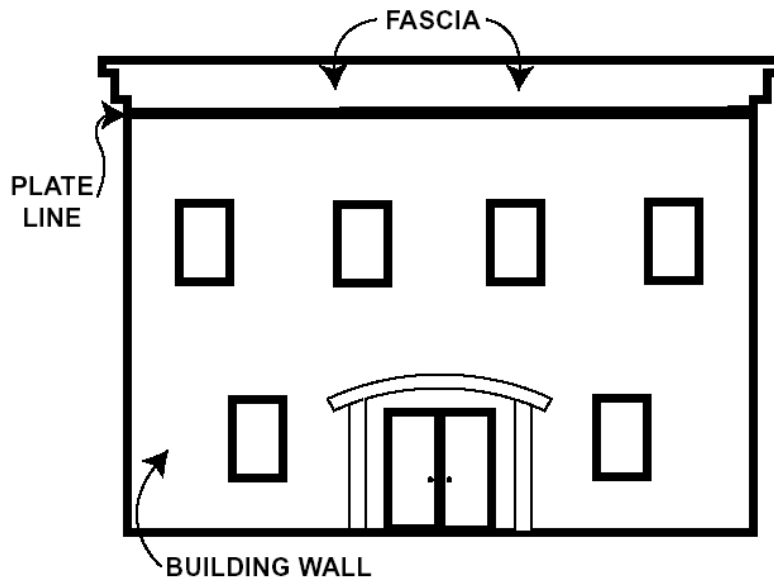
DRAFT TEXT AMENDMENT 7-TA-2002

Directory sign. A sign which provides a listing of the names of businesses, activities, addresses, locations, uses or places within a building or complex of buildings for the purpose of identification only.



Entryway sign. A sign which is placed on the perimeter of a recorded subdivision, townhouse project, commercial district, master planned community, hotel, motel or guest ranch at a major street or driveway entrance to identify the name of the interior project. Such signs may flank both sides of the entrance and may include ground or landscape wall sign types.

Fascia. A parapet-type wall used as part of the face of a flat roofed building and projecting not more than six (6) feet from the building face immediately adjacent thereto. Such a wall shall enclose at least three (3) sides of the projecting flat roof and return to a parapet wall or the building.



DRAFT TEXT AMENDMENT 7-TA-2002

Flag. A fabric sheet of square, rectangular or triangular shape which is mounted on a pole, cable or rope at one (1) end.

Flag, decorative. A flag which contains no text or graphics.

Freestanding sign. A sign that is not attached to any building.

FUEL CHANGE PANEL PRICE SIGN. A SIGN USED TO IDENTIFY THE CURRENT PRICE(S) OF FUEL AS REQUIRED BY STATE LAW.

General manager. The city's planning and zoning general manager or designee.

Grand opening. The introduction, promotion or announcement of a new business, store, shopping center or office, or the announcement, introduction or promotion of an established business changing ownership. A business qualifies for a grand opening sign when it has been closed to the public for a period of thirty (30) days (as indicated on a new Scottsdale Business License).

Grand opening sign. A temporary banner sign which calls attention to the opening of a new business.

Ground level. The finished grade of the adjacent street curb or where there is no street curb, six (6) inches above street grade. In areas within the hillside district, ground level shall be the existing natural grade.

Ground sign. A freestanding sign that is architecturally integrated with the building with individually mounted letters and logos only. This sign shall be built with continuous background surface built from the ground up.

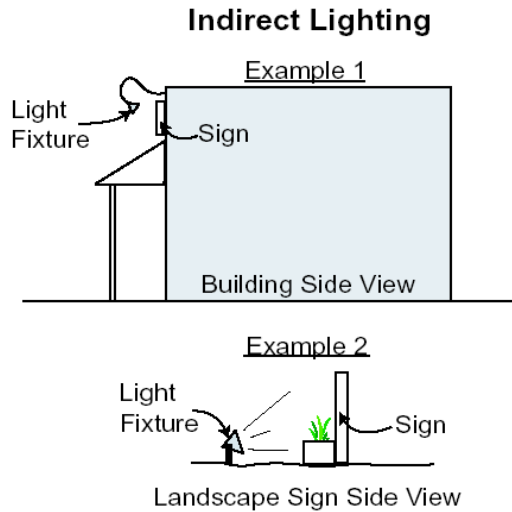
Height. The distance from ground level to **THE** top of the ~~area~~ of sign.

Identification sign. A building wall, landscape wall, ground sign or temporary sign used to present the name of a major residential project, master planned community or master planned community information center.

Illegal sign. Any sign erected without first obtaining an approved sign permit, other than nonconforming signs.

DRAFT TEXT AMENDMENT 7-TA-2002

Indirect lighting. A source of external illumination located away from the sign, which lights the sign, but which is itself not visible to persons viewing the sign from any street, sidewalk or adjacent property.



Individual letters. A cut-out or etched letter or logo which is individually placed on a landscape, screen wall, building wall or ground sign.

Information center. A facility in a master planned community which provides information, displays and guides for visitors in order to direct, to promote and sell projects within the master planned community.

Internal lighting. A source of illumination entirely within the sign which makes the contents of the sign visible at night by means of the light being transmitted through a translucent material but wherein the source of illumination is not visible.

Internal/indirect lighting. A source of illumination entirely within an individual letter, cabinet or structure which makes the sign visible at night by means of lighting the background upon which the individual letter is mounted. The letters are opaque, and thus are silhouetted against the background. The source of illumination is not visible.

Landscape wall sign. A freestanding sign architecturally integrated with the building, mounted on a screen or perimeter wall and having individual letters. The sign is mounted on, or to, a wall, pole or base which may or may not be an attachment or extension of a building wall.

Logo. A graphic symbol representing an activity, use or business. Permitted logos shall be registered trademarks or symbols commonly used by the applicant, and may include graphic designs in addition to lettering. Applicant shall provide stationery or

DRAFT TEXT AMENDMENT 7-TA-2002

other supporting documents illustrating use of logo.

Maintenance. The replacing or repairing of a part or portion of a sign necessitated by ordinary wear, tear or damage beyond the control of the owner or the reprinting of existing copy without changing the wording, composition or color of said copy.

Master planned community. A project of at least one hundred sixty (160) acres which is planned, developed or closely coordinated with a unified character and land use scheme, and having a master property owners association which includes all lands within the master planned community.

Master sign program. A specific set of design standards established for the purpose of unifying a variety of signs associated with a multi-tenant or multi-use building or complex of buildings. ~~The design standards shall include, but are not limited to, letter and logo sizes, letter style, colors, texture, lighting methods, sign type (individual letters, cabinet, etc.) and architectural features. The purpose of the program is to provide design compatibility for all signs and to integrate the signs with the architectural features of the building(s) being signed. Upon approval of the master sign program by the Development Review Board, all signage contained within the limits of the project, regardless of ownership, shall comply with the design standards established by the program.~~

Medical facilities. Major campuses or buildings which include public, private or research hospitals, nonprofit or research clinics, or emergency care centers.

Menu sign. A temporary sign used to inform the public of the list of dishes, foods or entrees available in a restaurant and may include the corresponding prices.

MID-SIZE MONUMENT SIGN. A FREE-STANDING CABINET OR PANEL SIGN ARCHITECTURALLY INTEGRATED WITH THE PROJECT OR BUILDING DESIGN MOUNTED ON, OR WITHIN A BASE WHICH IS DETACHED FROM ANY BUILDING WHICH HAS A GREATER AREA AND HEIGHT THAN A MONUMENT SIGN AND HAS LESS HEIGHT THAN A TOWER SIGN.

Modifiers. A word describing uses and activities other than the business name.

Monument sign. A freestanding cabinet or panel sign mounted on, or within a base (above grade), which is detached from any building.

Multiple tenant commercial building. A commercial development in which there exists two or more separate commercial activities, in which there are appurtenant shared facilities (such as parking or pedestrian mall), and which is designed to provide a single area in which the public can obtain varied products and services. Distinguishing characteristics of a multiple tenant commercial building may, but need not, include common ownership of the real property upon which the center is located, common-wall construction, and multiple occupant commercial use of a single structure.

DRAFT TEXT AMENDMENT 7-TA-2002

Nameplate. A small sign which identifies a resident's or home's name and address or the name of a farm, ranch or commercial stable. Such signs may be shingle, building wall, or archway-mounted signs.

Nonconforming sign. Any sign which is not allowed under this ordinance, but which, when first constructed, was legally allowed by the City of Scottsdale or the political subdivision then having the control and regulation over construction of signs.

Occupancy A purpose for which a building, or part thereof, is used or intended to be used.

Off-premise sign. A sign which is located on property other than where a business is located, the product is sold, or the service is offered.

ON-PREMISE *Development sign.* A temporary sign used to identify an approved future development.

Outdoor type business. A business all or most of whose business is conducted, or items displayed, in an open area subject to the regulations of the Scottsdale zoning ordinance.

Panel. A two-dimensional visual background behind the sign letters and logos which is visually separated from the mounting upon which the sign letters and logos is placed by the presence of a border, different colors, different materials, or other technique of visual framing around the letters or logo.

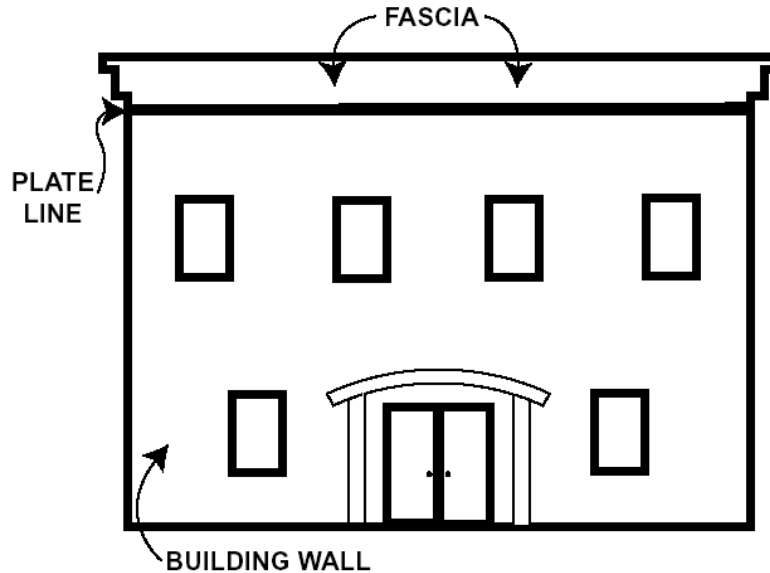
Pan-formed letter. An individual letter which is three-dimensional and is constructed by means of a three-sided metal channel. The open side of the channel may face a wall or be faced with a translucent panel which is placed away from the wall.

Parapet wall. That portion of a building exterior wall projecting above the plate line of the building.

Permanent sign. Any sign which is intended to be **LASTING** and is so constructed **FROM AN ENDURING MATERIAL SUCH AS MASONRY AND METAL WHICH** ~~as to be a lasting and enduring condition~~ remaining **S** unchanged in **POSITION**, character, **AND** condition (beyond normal wear) ~~and position~~, and ~~in a~~ **IS** permanent ~~LY manner~~ affixed to the ground, wall or building, provided the sign is listed as a permanent sign in the ordinance.

DRAFT TEXT AMENDMENT 7-TA-2002

Plate line. The point at which any part of the main roof structure first touches or bears upon an external wall.



Political signs. A temporary sign ~~which supports~~ **PERTAINING TO A POLITICAL CANDIDATE, ISSUE, OR PARTY OR RELATING TO VIEWS ABOUT SOCIAL RELATIONSHIPS INVOLVING AUTHORITY OR POWER** ~~candidates for office or urges action on any other matter on the ballot of primary, general, and special elections.~~

Projected building face. A calculation of the maximum lineal footage of the building front times the maximum height of the building.

Projected elevation area. The total area of the building face as projected to an imaginary plane parallel to the primary direction of the building face.

Public property. Unless otherwise expressly provided, public property means any and all real or personal property over which the city or other governmental entity has or may exercise control, whether or not the city owns the property in fee, and it includes, but is not limited to public buildings, public streets, alleys, sidewalks, rights-of-way and improved or unimproved land of any kind and all property appurtenant to it.

Required landscaping. The specific area (on site) to be landscaped at the base of the freestanding sign.

Residential entry sign. A sign that is placed at the entrance to a multifamily and duplex development, manufactured home park, or single-family development only in order to identify the name of the development.

DRAFT TEXT AMENDMENT 7-TA-2002

Roof line. The highest point of the main roof structure or the highest point on a parapet but shall not include cupolas, pylons, projections or minor raised portions of the roof.

Sales, lease and rent signs. Temporary signs which indicate that a premises, building or vacant lot is currently for sale, lease or rent.

Scenic corridor. A specific, required landscape setback located along certain major streets, and identified in the city's General Plan.

SEMI-PERMANENT SIGN. A SIGN CONSTRUCTED OF MATERIAL MORE PERMANENT THAN CLOTH, CANVAS, CARDBOARD, OR OTHER LIKE MATERIALS, BUT WHICH IS NOT CONSTRUCTED OF PERMANENT MATERIALS SUCH AS MASONRY OR METAL. A SEMI-PERMANENT SIGN IS INTENDED TO BE DISPLAYED FOR A PERIOD OF TIME LONGER THAN THAT OF A TEMPORARY SIGN AND IS DISPLAYED FOR A SPECIFIED TIME. SUCH SIGNS WHICH BY THE NATURE OF THEIR CONSTRUCTION ARE LESS PRONE TO CREATE PROBLEMS OF LITTER AND DETERIORATION THAN TEMPORARY SIGNS.

Shingle sign. A sign suspended from a roof overhang of a covered porch or walkway which identifies the tenant of the adjoining space.

Sign. Any device for visual communication which is used or is intended to attract the attention of the public, when the display of this device is visible beyond the boundaries of the public or private property upon which the display is made.

The term "sign" shall not include any flag or badge or insignia of the United States, State of Arizona, Maricopa County, City of Scottsdale, or official historic plaques of any governmental jurisdiction or agency.

Sign budget. The total cumulative sign area for all types of signs allowed to a parcel or project.

Sign wall. Any surface (excluding windows) of a building within twenty-five (25) degrees vertical. Signs on a wall shall be limited to business identification and approved modifiers.

Special event. A promotional event such as, but is not limited to; bazaars, street fairs, shows, exhibitions, sporting events, runs, bicycling events, and block parties. This does not include sidewalk sales occurring on private property where merchandise normally sold indoors, and is transferred from indoor to outdoor for sale.

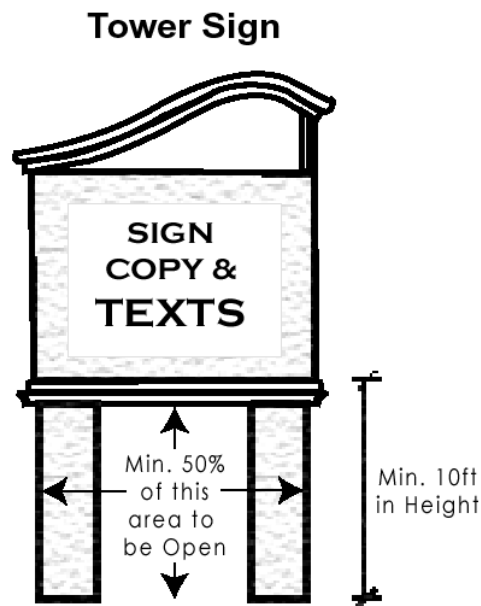
Sum total sign area. Aggregate area of all signs for any individual use (excluding traffic directional signs). In every event, computation of allowable sign area includes all

DRAFT TEXT AMENDMENT 7-TA-2002

existing signs on the premises, whether such signs be conforming or nonconforming unless specifically excepted by the terms of this ordinance.

Temporary sign. Any sign, banner, pennant, or valance of advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials, with or without frames. Any sign not permanently attached to the ground, wall or building, intended to be displayed for a short period of time only.

Tower sign. A freestanding cabinet or panel sign architecturally integrated with the building having a minimum height of ten (10) feet to the bottom of the sign. The sign base shall be constructed not to exceed fifty (50) percent of the open space beneath the cabinet or panel.



Traffic directional sign. Signs used at driveways to improve public safety and to enhance public access to the site from public streets. This sign provides information which will assist the operators of vehicles in the flow of traffic. Such signs may use names, logos, or symbols of buildings, businesses, activities, uses or places as a means of direction.

Type I district. That area classified in the downtown section of the City of Scottsdale's General Plan.

Window sign. Any poster, cut-out letters, painted text or graphics, or other text or visual presentation affixed to or placed behind a window pane which is placed to be read from the exterior of a building.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2905, § 1, 8-5-96)

Sec. 8.300. PROCEDURES.

Sec. 8.301. Development Review Board approval.

I. Development Review Board or designee approval shall be obtained for all signs as provided in article 1, section 1.900. In those cases where a sign permit is required, Development Review Board or designee approval shall be obtained before any sign permit can be issued.

II. THE DEVELOPMENT REVIEW BOARD SHALL REVIEW AND RENDER A DECISION FOR SIGN CODE EXCEPTION REQUESTS RELATING TO THE PLACEMENT OF SIGNS ON A NEW MULTI-TENANT BUILDING AS PROVIDED IN SECTIONS 8.403 AND 8.405 .

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3225, § 1, 5-4-99)

Sec. 8.302. SIGN PROGRAMS

I. MASTER SIGN PROGRAM

- A. THE PURPOSE OF THE MASTER SIGN PROGRAM IS TO PROVIDE DESIGN COMPATIBILITY FOR ALL SIGNS AND TO INTEGRATE THE SIGNS WITH THE ARCHITECTURAL FEATURES OF THE MULTI-TENANT BUILDING OR COMPLEX OF BUILDINGS.**
- B. SUBMITTAL REQUIREMENTS: THE PROPERTY OWNER(S) OR DESIGNATED AGENT SHALL SUBMIT AN APPLICATION WITH A SPECIFIC SET OF DESIGN STANDARDS, INCLUDING BUT NOT LIMITED TO, LETTER AND LOGO SIZES, LETTER STYLE, COLORS, TEXTURE, LIGHTING METHODS, SIGN TYPE AND ARCHITECTURAL FEATURES.**
- C. UPON APPROVAL OF THE MASTER SIGN PROGRAM BY THE DEVELOPMENT REVIEW BOARD OR DESIGNEE, ALL SIGNAGE CONTAINED WITHIN THE LIMITS OF THE PROPERTY, REGARDLESS OF OWNERSHIP OR TENANCY, SHALL COMPLY WITH THE DESIGN STANDARDS ESTABLISHED BY THE PROGRAM.**

II. Community sign district.

The **COMMUNITY SIGN DISTRICT PROVIDES FOR A** comprehensive sign program **WHICH** is intended to encourage flexible signage opportunities which are greater than that of the underlying zoning district, but are appropriate to the character of the development, provide adequate identification and information, provide a good visual

DRAFT TEXT AMENDMENT 7-TA-2002

environment, promote traffic safety and are regulated to the extent necessary to be consistent with the purpose and intent of this sign ordinance as specified in section 8.101.

~~IA.~~ Property owners may form a community sign district to propose and maintain a comprehensive sign program for additional signage as provided in this section. The comprehensive sign program established under this section 8.302.II., may allow signage which in size and total sign budget exceeds the maximum otherwise allowed by no more than ~~ten (10)~~ **TWENTY (20)** percent. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

A1. A community sign district may be formed by petition of at least seventy-five (75) percent or more of the affected property owners in the district.

B2. The Development Review Board may approve a comprehensive sign program in commercial centers, industrial centers, resorts, and hospitals with gross leasable areas in excess of three hundred thousand (300,000) square feet or planned districts fifteen (15) acres or greater.

C3. The comprehensive sign program shall include a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs, and sign material.

~~D4.~~ A community sign district shall coordinate the preparation and submission of the comprehensive sign program and shall be responsible for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.

HB. The city may establish a comprehensive sign program for redevelopment areas and redevelopment sub-areas. The program shall consist of a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs and sign material. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

A1. The comprehensive sign program may include architectural signs in accordance with the following:

~~1a.~~ Such signs shall be installed at major entrances to the redevelopment district, or the redevelopment sub-area.

~~2b.~~ The text shall be limited to the overall identification of the redevelopment area or the redevelopment sub-area.

DRAFT TEXT AMENDMENT 7-TA-2002

- ~~3c.~~ The maximum sign area for such sign shall be sixty (60) square feet.
 - ~~4d.~~ The maximum height shall be twenty (20) feet.
 - ~~5e.~~ The maximum number of signs per architectural element shall be one (1) sign.
 - ~~6f.~~ The maximum letter height for each architectural sign shall be two (2) feet.
 - ~~B2.~~ The comprehensive sign program may include banners in accordance with the following:
 - ~~1a.~~ The banners shall identify the redevelopment area or the redevelopment sub-area.
 - ~~2b.~~ The banners shall be of new material and may be permanent, subject to Development Review Board approval of a maintenance program.
 - ~~E3.~~ The comprehensive sign district may include freestanding directory signs designed as architectural elements identifying businesses and points of interest in accordance with the following:
 - ~~1a.~~ The maximum sign area shall be fifteen (15) square feet.
 - ~~2b.~~ The maximum height shall be seven (7) feet.
 - ~~D4.~~ The comprehensive sign program shall be approved by the city council and the Development Review Board. The city shall coordinate the preparation and submission of the comprehensive sign program. The application shall detail the responsibility for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.
 - ~~HHC.~~ No sign identified in this section shall be placed upon real property without the consent of the real property owner, nor shall such sign be placed in any public right-of-way without first securing any required encroachment permit(s).
- (Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2905, § 1, 8-5-96)

DRAFT TEXT AMENDMENT 7-TA-2002

Sec. 8.400. GENERAL REQUIREMENTS.

Sec. 8.403. Business identification.

Signs shall identify the individual business. In those cases where the principal service is not identified by the business, that principal service may be identified through the use of modifiers in addition to the business name. All business identification for the same business shall be consistent on all signs except as noted in section 8.525. Tenants in a multiple tenant building, without street frontage, may in addition to a building wall **SIGN** have their business identification placed on a landscape wall. ~~Other tenants located in the same complex and having street frontage, would be allowed to identify their business on the building wall adjacent to the space they occupy or on a landscape wall if all tenants within the complex choose to transfer their business identification to a landscape wall.~~ The business identification sign on the landscape wall shall be limited to one (1) sign per tenant and a maximum sign area of ten (10) square feet. **IN NO CASE, SHALL THE TOTAL SIGN AREA OF THE LANDSCAPE WALL SIGNS EXCEED** ~~The maximum sign area in any case shall be one (1) square foot for each one thousand (1,000) square feet of gross floor area~~ **OF THE BUILDING OR COMPLEX.** (Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2514, § 1, 12-15-92)

Sec. 8.404. Building or complex identification.

~~A nonretail tenant occupying thirty (30) percent of a building or sixty (60) percent of the first floor of a building in a~~ A multiple tenant project may have its name on the building ~~or~~ **AND** on a freestanding sign, ~~provided that each use is limited to one (1) IN~~ **IN ADDITION TO IDENTIFYING THE BUILDING OR COMPLEX, MID SIZE MONUMENT AND TOWER SIGNS MAY INCLUDE NO MORE THAN THREE (3) tenant nameS.** (Ord. No. 2260, § 2, 7-18-89)

Sec. 8.408. Freestanding sign.

- I. *Traffic hazard:* A freestanding sign shall be placed in a manner so not to interfere with traffic in any way, or to confuse traffic, or to present any traffic hazard.
- II. *Street placement:* All freestanding signs shall be parallel or perpendicular to the street unless otherwise required by the city.
- III. *Curb setback:* All freestanding signs **EXCEPT TEMPORARY FREESTANDING SIGNS** shall be set back a minimum of fifteen (15) feet from back of street curb or signage will comply with sight distance triangles when physical conditions prohibit compliance with the fifteen

DRAFT TEXT AMENDMENT 7-TA-2002

(15) feet setback.

- IV. All specified uses within this ordinance whose building is detached and part of a multitenant complex will be allowed the option of having a freestanding sign.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2401, § 1, 10-1-91)

Sec. 8.418. Special events.

Sign permits for special events shall be limited to ~~two (2) permits per quarter. The maximum number of days allowed per year shall be~~ forty-eight (48) **CUMULATIVE** days **PER CALENDAR YEAR PER PROPERTY**.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.500. PERMANENT SIGNS ALLOWED.

Sec. 8.504. Unspecified uses in R-1, R-2, R-3, R-4, R-4R, R-5, C-O, P-1, P-2, P-3, H-R and O-S [zones.]

- I. *Individual Business Identification.*

- A. *Building wall signs.*

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

- B. *Ground signs.*

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing

DRAFT TEXT AMENDMENT 7-TA-2002

not less than one hundred twenty (120) square feet.

4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

C. *Traffic directional signs.*

1. The maximum number of such signs for each driveway shall be one (1) sign.
2. The maximum height of such sign shall be three (3) feet.
3. The maximum area of such sign shall be four (4) square feet.
4. The maximum area of a business name or logo on such sign shall be one (1) square foot.
5. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
6. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

D. [*Hotel flags.*] One (1) flag is allowed for a hotel in R-4R.

E. [*Automated teller machine signs.*] Automated teller machine signs are allowed in C-O as specified in section 8.522, II.

F. [*Automated teller machine directional signs.*] Automated teller machine directional signs are allowed in C-O as specified in section 8.522, III.

G. [*Residential entryway signs.*] Residential subdivisions, condominiums, townhouses and mobile home parks are allowed residential entryway signs.

H. [*Entryway signs; commercial, campus.*] Commercial subdivisions and campus developments are allowed entryway signs.

I. [*Sum total sign area.*] Sum total sign area per business use, twenty-four (24) square feet.

(Ord. No. 2260, § 2, 7-18-89)

DRAFT TEXT AMENDMENT 7-TA-2002

Sec. 8.512. Hotels, motels, inns and guest ranches (with one hundred one or more guest rooms) in R-5, C-2, C-3 and D zones.

Hotels, motels, inns and guest ranches (with one hundred one (101) or more guest rooms) in the R-5, C-2, C-3 and D zones are allowed signs as follows:

- I. *Business Identification.*
 - A. *Building wall signs.*
 1. Such sign shall identify the business.
 2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
 3. The maximum sign height on a building shall be three (3) stories.
 4. No part of a building wall sign shall extend above a roof line.
 5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
 6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
 - II. *Freestanding Business Identification.* There shall be a maximum of one (1) freestanding business identification sign per street **FRONTAGE**.
 - A. *Tower signs.*
 1. Such sign shall identify the business.
 - ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
 32. The maximum area permitted for such a sign shall not exceed forty-eight (48) square feet.
 43. The maximum height of such signs shall be fifteen (15) feet.
 54. Such signs shall be placed within a landscaped setting of not less than one hundred ninety-two (192) square feet.
 65. One-half (1/2) of such sign may be a change panel.

DRAFT TEXT AMENDMENT 7-TA-2002

B. *Monument signs.*

1. Such sign shall identify the business.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. MID-SIZE MONUMENT SIGNS

1. **SUCH SIGN SHALL IDENTIFY THE BUSINESS.**
2. **THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.**
3. **THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.**
4. **THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.**
5. **THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.**
6. **SUCH SIGN SHALL BE SETBACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET.**
7. **ONE-HALF (1/2) OF SUCH SIGN MAY BE A CHANGE PANEL.**

DRAFT TEXT AMENDMENT 7-TA-2002

III. *Entryway Signs.*

- A. Such sign shall name the resort.
- B. Such sign shall consist of individual letters on a freestanding wall.
- C. Such sign shall be architecturally integrated with the building.
- D. Such sign shall be located so as to identify the entrance to the resort.
- E. The maximum height of such sign shall be three (3) feet.
- F. The maximum area of such sign shall be twelve (12) square feet.
- G. For each driveway the maximum number of such signs shall be two (2) signs.
- H. Such sign shall be placed in a manner not to interfere with traffic, confuse traffic, or to present any traffic hazard.
- I. Such sign shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
- J. The freestanding wall may be located up to forty-five (45) degrees from parallel to the street.

IV. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

V. *Off-Premise Traffic Directional Signs (101 Rooms or More).*

DRAFT TEXT AMENDMENT 7-TA-2002

- A. The maximum number of signs shall be two (2) signs.
- B. The maximum sign area for each sign shall be six (6) square feet.
- C. The maximum vertical dimension of each sign shall be three (3) feet.

VI. *[Sum Total Area.]* The sum total area permitted for this use shall not exceed ninety-six (96) square feet.
(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.525. Auto dealerships.

Auto dealerships are allowed signs as follows:

I. *Individual Business Identification.*

A. *Building wall signs.*

- 1. Such sign shall identify the business.
- 2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
- 3. When the wall on which the sign is placed is more than two hundred (200) feet from any public right-of-way the maximum sign area for each one (1) lineal foot of building wall shall be one and one-half (1 1/2) square feet.
- 4. The maximum sign height on a building shall be three (3) stories.
- 5. No part of a building wall sign shall extend above a roof line.
- 6. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
- 7. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.
- 8. Automobile manufacturer modifier signs for ~~new~~ auto dealerships may be installed on the building wall, shall be subordinate to the vertical height of the business name, and calculated against the total allowed.

II. *Freestanding Business Identification Signs.* There shall be a maximum of one (1) freestanding business identification sign per street **FRONTAGE**.

DRAFT TEXT AMENDMENT 7-TA-2002

A. *Ground signs.*

1. Such sign shall identify the business.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
54. The maximum height of such sign shall be five (5) feet.
65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the business.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs each for driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.

DRAFT TEXT AMENDMENT 7-TA-2002

- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.
- IV. *Directory Signs.*
 - A. The maximum number of signs for a site shall be determined by the Development Review Board.
 - B. The maximum height of such sign shall be seven (7) feet.
 - C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.
- V. *Automobile manufacturer signs.*
 - A. Auto dealers selling ~~three (3)~~ **ONE (1)** or more automobile manufacturer type at the same site shall be allowed to identify ~~such~~ **EACH** manufacturer type on a freestanding sign **OR SIGNS** subject to the following:
 - ~~B. The only sign on the building wall shall be for business identification only.~~
 - B.** The maximum height of such sign shall be 7 feet
 - ~~D.~~ The maximum number of such signs per street shall be **NOT EXCEED 4 3 signs**
 - D.** **SUCH SIGNS SHALL BE SEPARATED FROM EACH OTHER BY A MINIMUM DISTANCE OF ONE HUNDRED (100) FEET**
 - E. The maximum sign area for **EACH** such sign **OR SIGNS** shall not exceed 42 square feet
 - F. Such sign **OR SIGNS** shall be placed within a landscaped setting ~~equal to four (4) feet for each one (1) square foot of sign area~~ **OF NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET PER SIGN.**

DRAFT TEXT AMENDMENT 7-TA-2002

VI. *Sum Total Sign Area.* The sum total sign area allowed for each use in these districts is one and one-half (1 1/2) square feet for each one (1) lineal foot of building front foot.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2514, § 1, 12-15-92)

Sec. 8.530. Special developments.

Sec. 8.531. [Multiple-tenant commercial buildings--Total floor area of less than thirty thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of less than thirty thousand (30,000) square feet are allowed signs as follows:

I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

A. *Building wall signs.*

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

DRAFT TEXT AMENDMENT 7-TA-2002

1. Such sign shall identify the building.
 - ~~2. The maximum number of such signs per street shall be one (1) sign.~~
 32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
 43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
 54. The maximum height of such sign shall be five (5) feet.
 65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.
- B. *Monument signs.*
1. Such sign shall identify the building.
 - ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
 - 3.2. The maximum area of such sign shall be twenty-four (24) square feet.
 - 4.3. The maximum height of such sign shall be five (5) feet.
 54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
- III. *Traffic Directional Signs.*
- A. The maximum number of such signs for each driveway shall be one (1) sign.
 - B. The maximum height of such sign shall be three (3) feet.
 - C. The maximum area of such sign shall be four (4) square feet.

DRAFT TEXT AMENDMENT 7-TA-2002

- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
 - E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
 - F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.
 - IV. *Directory Signs.*
 - A. The maximum number of signs for a site shall be determined by the Development Review Board.
 - B. The maximum height of such sign shall be seven (7) feet.
 - C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.
- (Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.532. [Same--Total floor area thirty thousand to sixty thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of thirty thousand (30,000) square feet or greater and less than sixty thousand (60,000) square feet are allowed signs as follows:

- I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

- A. *Building wall signs.*
 - 1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
 - 2. The maximum height of such sign shall not exceed three (3) stories.

DRAFT TEXT AMENDMENT 7-TA-2002

3. No part of such sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
54. The maximum height of such sign shall be five (5) feet.
65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall

DRAFT TEXT AMENDMENT 7-TA-2002

be ten (10) feet.

76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.
- ~~4. The maximum number of such signs shall be one (1) per street.~~
54. The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
65. Such sign shall be placed within a setting containing a landscaped area of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.

D. *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be fifty (50) square feet.
3. The maximum height of such sign shall be fifteen (15) feet.
- ~~4. The maximum number of such signs per street shall be one (1) sign.~~
54. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

E. **MID-SIZE MONUMENT SIGNS**

1. **SUCH SIGN SHALL IDENTIFY THE BUILDING.**
2. **THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.**
3. **THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.**

DRAFT TEXT AMENDMENT 7-TA-2002

- 4. THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.**
- 5. THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.**
- 6. SUCH SIGN SHALL BE SET BACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET.**

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.
- E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

- A. The maximum number of signs for a site shall be determined by the Development Review Board.
- B. The maximum height of such sign shall be seven (7) feet.
- C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.533. [Same--Total floor area of sixty thousand to one hundred thousand square feet.]

Multiple-tenant commercial buildings in a commercial district with a total floor

DRAFT TEXT AMENDMENT 7-TA-2002

area of sixty thousand (60,000) square feet or greater and less than one hundred thousand (100,000) square feet are allowed signs as follows:

I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

A. *Building wall signs.*

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.
4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.

DRAFT TEXT AMENDMENT 7-TA-2002

- 54. The maximum height of such sign shall be five (5) feet.
- 65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

- 1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
- 32. The maximum area of such sign shall be twenty-four (24) square feet.
- 43. The maximum height of such sign shall be five (5) feet.
- 54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
- 65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
- 76. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.

C. **MID-SIZE MONUMENT SIGNS**

- 1. **SUCH SIGN SHALL IDENTIFY THE BUILDING.**
- 2. **THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.**
- 3. **THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.**
- 4. **THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.**
- 5. **THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.**
- 6. **SUCH SIGN SHALL BE SETBACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN**

TWO HUNDRED FORTY (240) SQUARE FEET.

CD. *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.
4. ~~The maximum number of such signs shall be one (1) per street.~~
54. The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
65. Such sign shall be placed within a setting containing a landscape of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.

DE. *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be seventy-five (75) square feet.
3. The maximum height of such sign shall be twenty (20) feet.
4. ~~The maximum number of such signs per street shall be one (1) sign.~~
54. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

III. *Traffic Directional Signs.*

- A. The maximum number of such signs for each driveway shall be one (1) sign.
- B. The maximum height of such sign shall be three (3) feet.
- C. The maximum area of such sign shall be four (4) square feet.
- D. The maximum area of a building name or logo on such sign shall be one (1) square foot.

DRAFT TEXT AMENDMENT 7-TA-2002

E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.

F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

A. The maximum number of signs for a site shall be determined by the Development Review Board.

B. The maximum height of such sign shall be seven (7) feet.

C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.534. [Same--Total floor are of one hundred thousand square feet or greater.]

Multiple-tenant commercial buildings in a commercial district with a total floor area of one-hundred thousand (100,000) square feet or greater are allowed signs as follows:

I. *Building Identification.* Such signs shall identify the multiple-tenant commercial building and shall not contain the name of any tenant(s) or occupant(s) of the building **EXCEPT FOR MID SIZE MONUMENT AND TOWER SIGNS WHICH MAY INCLUDE NO MORE THAN THREE (3) TENANT OR OCCUPANT NAMES. THE MAXIMUM HEIGHT OF THE TENANT OR OCCUPANT NAME(S) SHALL BE SUBORDINATE TO THE VERTICAL LETTER HEIGHT OF THE BUILDING IDENTIFICATION NAME.** ~~unless such nonretail tenant or occupant occupies thirty (30) percent or more of the total building or sixty (60) percent or more of the first floor of the building.~~ Building identification signage shall be allowed as follows:

A. *Building wall signs.*

1. On a one-story or multiple-story building, the maximum area of such signs for each five (5) lineal feet of building wall shall be one (1) square foot.
2. The maximum height of such sign shall not exceed three (3) stories.
3. No part of such sign shall extend above a roof line.

DRAFT TEXT AMENDMENT 7-TA-2002

4. Such sign shall be installed with the exposed face of the sign in a plane parallel with the exposed face of the building wall.
5. No part of such sign shall project from the wall of the building a distance greater than twelve (12) inches.

II. *Freestanding Building Identification.* There shall be a maximum of one (1) freestanding building identification sign per street **FRONTAGE**.

A. *Ground signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street shall be one (1) sign.~~
32. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
43. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
54. The maximum height of such sign shall be five (5) feet.
65. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

B. *Monument signs.*

1. Such sign shall identify the building.
- ~~2. The maximum number of such signs per street front shall be one (1) sign.~~
32. The maximum area of such sign shall be twenty-four (24) square feet.
43. The maximum height of such sign shall be five (5) feet.
54. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
65. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
76. Such signs shall be placed within a landscaped setting of not less

DRAFT TEXT AMENDMENT 7-TA-2002

than two hundred forty (240) square feet.

C. MID-SIZE MONUMENT SIGNS

1. SUCH SIGN SHALL IDENTIFY THE BUILDING.
2. THE MAXIMUM AREA OF SUCH SIGN SHALL BE SIXTY (60) SQUARE FEET.
3. THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE EIGHT (8) FEET.
4. THE MAXIMUM VERTICAL DIMENSION OF THE CABINET OR PANEL SHALL BE SIX (6) FEET.
5. THE MAXIMUM HORIZONTAL DIMENSION OF THE CABINET OR PANEL SHALL BE TWELVE (12) FEET.
6. SUCH SIGN SHALL BE SETBACK TEN (10) FEET FROM THE PROPERTY LINE AND PLACED WITHIN A LANDSCAPE SETTING CONTAINING NOT LESS THAN TWO HUNDRED FORTY (240) SQUARE FEET.

~~ED.~~ *Landscape wall signs.*

1. Such sign shall identify the building.
2. The maximum area of such signs shall be twenty (20) square feet.
3. The maximum height of such signs shall be five (5) feet.
4. ~~The maximum number of such signs shall be one (1) per street.~~
- 5.4 The percentage of wall surface area covered by individual letters shall not exceed fifty (50) percent.
65. Such sign shall be placed within a setting containing a landscaped area of not less than one and five-tenths (1.5) square feet per each one (1) square foot of sign area.

~~DE.~~ *Tower signs.*

1. Such sign shall identify the building.
2. The maximum area of such sign shall be one hundred twenty (120) square feet.

DRAFT TEXT AMENDMENT 7-TA-2002

3. The maximum height of such sign shall be twenty-five (25) feet.

~~4. The maximum number of such signs per street shall be one (1) sign.~~

54. Such sign shall be placed within a landscaped setting equal to four (4) feet for each one (1) square foot of sign area.

III. *Traffic Directional Signs.*

A. The maximum number of such signs for each driveway shall be one (1) sign.

B. The maximum height of such sign shall be three (3) feet.

C. The maximum area of such sign shall be four (4) square feet.

D. The maximum area of a building name or logo on such sign shall be one (1) square foot.

E. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.

F. Where a driveway is shared the maximum area of a building name or logo shall be two (2) square feet.

IV. *Directory Signs.*

A. The maximum number of signs for a site shall be determined by the Development Review Board.

B. The maximum height of such sign shall be seven (7) feet.

C. The maximum area of such sign shall be one (1) square foot for each business listed on the sign, and four (4) square feet for the name of the building or complex.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.540. Special events and theme amusement parks.

Special events and amusement parks are allowed signs as follows:

I. *General.*

DRAFT TEXT AMENDMENT 7-TA-2002

- A. Events/activities which will occur on a designated date or during a limited period of time shall be allowed signage to promote the event/activity. The signage will support, promote and/or advertise the event/activity and may contain the names of a specific agency or business that is sponsoring the event/activity. All signs associated with the event/activity are temporary and must be removed by an the date specified by the general manager.
- B. The organization sponsoring the event/activity shall prepare and submit an application, consisting of a complete list and description of all signs, including directional signs, banners, pennants, flags, balloons, lighting, hot/cold air balloons and other features associated with the event/activity, and proposed times for erecting and removing the signs. The application will be reviewed and approved by the general manager.
 - 1. Names and logos of sponsoring agency(ies) or business(es) shall be limited to twenty (20) percent of the total area of lettering identifying the activity or event.
 - 2. All banners, pennants and flags shall be limited to twenty-four (24) square feet and shall be suspended no higher than thirty-six (36) feet above grade, except that all banners, pennants and flags suspended over roadways or driveways shall be no higher than eighteen (18) feet above grade and maintain a minimum clearance of fourteen (14) feet. Banners are allowed in the downtown area only.
 - 3. All signs, banners, pennants and flags spanning walkways must maintain a minimum clearance of seven (7) feet six (6) inches.
 - 4. Searchlights are prohibited except in those cases where allowed in section 7-602 of the zoning ordinance.
 - 5. Temporary off premise directional signs shall be limited in sign area to six (6) square feet for each sign. The total number and location of such signs shall be approved by the general manager.
- II. *Theme Amusement Park Signs.*
 - A. Major theme amusement parks are theme amusement parks which contain an area of one hundred forty (140) acres or more and are developed according to a master development plan which is approved by the city.
 - B. Minor theme amusement parks shall be any theme amusement park less than one hundred forty (140) acres.
 - 1. *Monument signs.*

DRAFT TEXT AMENDMENT 7-TA-2002

- a. Such sign shall identify the business.
 - b. The maximum number of such signs per street front shall be one (1) sign.
 - c. The maximum area of such sign shall be twenty-four (24) square feet.
 - d. The maximum height of such sign shall be five (5) feet.
 - e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 - f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 - g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
2. *Change panel identification signs.*
- a. Change panel signs shall be available only for major theme amusement parks.
 - b. There may be a change panel identification sign at each major street fronting the theme amusement park as determined by the Development Review Board. Such signs, if any, shall be incorporated as part of your freestanding sign and included in the master sign program.
 - c. The maximum height shall be eighteen (18) feet.
 - d. The maximum sign area shall be seventy-five (75) square feet.
3. *Traffic directional signs.*
- a. The maximum number of such signs for each driveway shall be one (1) sign.
 - b. The maximum height of such sign shall be three (3) feet.
 - c. The maximum area of such sign shall be four (4) square feet.

DRAFT TEXT AMENDMENT 7-TA-2002

- d. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- e. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- f. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. *Special event street banners.* In addition to the signs permitted in subsection I.B., above, the organization sponsoring the event/activity may prepare and submit an application, at least thirty (30) days prior to an event, to the development services office. The application shall be on a form provided by the city, consisting of a complete list and description of the proposed location of all banners and proposed times for displaying the banners. The applicant shall provide that office all the necessary information to process the application. Incomplete submittal will not be accepted. All banners shall be in good repair, as determined by staff, and shall conform to the specifications set forth herein. ~~The City of Scottsdale reserves the right to deny any request for banner advertising under this section.~~

A. *General provisions.*

- 1. The application will be reviewed ~~and approved~~ by the ~~planning and community development general~~ CITY manager or his designee.
- ~~2. In no event shall more than two (2) events be advertised at any one (1) time by the street banners authorized by this section.~~
- 3 2. The banners shall identify an event which:
 - A. Is sponsored by a nonprofit organization or identifies an event ~~which the city council finds is of~~ general community interest;
 - B. Is open to the general public;
 - C. Is designed to attract community-wide participation; and
 - D. Has obtained all necessary governmental permits.

4 3. **IF A SPECIAL EVENT STREET BANNER**

**APPLICATION IS DENIED, IT MAY BE APPEALED
PURSUANT TO THE APPEAL PROCESS FOR
SPECIAL EVENT APPLICATIONS ESTABLISHED
IN SECTION 7.928.**

~~All banners shall require development services or special event committee approval consistent with the downtown district guidelines prior to permit issuance. Appeals from development services shall be forwarded to the City Council pursuant to the following procedure:~~

~~A. The decisions of development services shall be final unless within twenty (20) days from the date of the decision of development services the applicant shall appeal there from in writing to the City Council. Such appeal shall be in writing in care of the City Clerk and shall indicate where, in the opinion of the applicant, development services was in error. The City Clerk shall schedule the appeal for a City Council agenda, and the City Council at its meeting, may uphold, modify, or over-rule the decision of development services. The decision of the City Council shall be final.~~

~~B. The City Council shall have the right and prerogative to initiate its own review of any decision of development services and shall uphold, modify, or over-rule said decision. Notice of such council initiated review of any decision of development services shall be given to the applicant by the City Clerk within twenty (20) days after action upon the application in question or the decision of development services shall be deemed to be final and binding upon the City of Scottsdale.~~

§ 4. The sign copy on the banners shall be subject to those portions of the advertising restrictions of section 16-353(a) of the Scottsdale City Code which do not conflict with this section.

6 5. The fee for either the vertical or the horizontal banner permit shall be **ESTABLISHED BY THE CITY** fifty dollars (\$50.00) for each permit.

B. *Horizontal street banners.*

1. In those instances where horizontal banners are installed

DRAFT TEXT AMENDMENT 7-TA-2002

with vertical banners, they shall announce the same event, and scheduling of those banners shall be done on a first-come-first-serve basis.

2. The banner shall not be displayed more than ten (10) consecutive days.
3. The banner shall be constructed of eighteen (18) ounce vinyl. The banner shall be reinforced by folding the edges over and sewing.
4. The length of the banner shall not exceed thirty (30) feet. The width of the banner shall not exceed thirty-two (32) inches. The banner shall have eyelets every two (2) feet on top and bottom (horizontal edges), and air vents spaces at four (4) foot intervals.
5. No more than one (1) banner shall be provided by the applicant for each event. **IF THERE IS NO OTHER REQUEST FOR THE REMAINING HORIZONTAL STREET BANNER LOCATION, THE EVENT MAY USE BOTH LOCATIONS.** The banner(S) shall be installed by the city at ~~one (1) of~~ the city approved banner location(s). The banner(S) shall be delivered five (5) working days prior to the scheduled installation date, and picked up on later than three (3) days following the ten (10) consecutive days of banner display at: Scottsdale Corporation Yard/Transportation Maintenance, 9191 East San Salvador, Scottsdale, AZ, 85151.

C. *Vertical street banners.*

1. ~~In those instances where vertical banners are installed with a horizontal banner, they shall announce the same event, and scheduling shall be done on a first come first serve basis.~~
- 2 1. The sign copy on the banners shall be limited to the event title and corresponding information and logos. Logos shall be limited to fifty (50) percent of the banner sign area.
- 3 2. Banner design shall be limited to a vertical height of eight (8) feet, and a horizontal width of three (3) feet. They shall be constructed of a fabric having sufficient density to allow for printing on both sides. Wind cuts are required to reduce the tendency of a banner to billow or sail.

DRAFT TEXT AMENDMENT 7-TA-2002

- 4 3. The applicant shall cause the banners to be installed, as set forth in section 8.540.III.C.6, on the light poles and supported by an upper and lower metal bracket assembly pursuant to installation guidelines provided by development services. The minimum distance to the bottom of the banner from ground level shall be fourteen (14) feet. Vertical banners may only be installed within the downtown couplet, the area bounded by Earll Road to the south, Goldwater Boulevard to the west, Highland Road to the north, and Civic Center Boulevard to the east and along Frank Lloyd Wright Boulevard from Scottsdale Road on the west to Pima Road on the east.
- 5 4. The applicant shall cause the vertical banners to be removed, as set forth in section 8.540.III.C.6, within two (2) working days after the event, but in no case shall banners remain on the light poles for more than thirty (30) days. A deposit of ~~two hundred fifty dollars (\$250.00)~~ is **MAY BE** required to insure that the banners are removed in a safe and timely manner.
- 6 5. The installation and removal of the banners shall be done by a registered contractor as approved by the state registrar of contractors office. The contractor must provide a certificate of insurance of not less than one million dollars (\$1,000,00.00) naming the City of Scottsdale as an additional insured. Installation shall happen between the hours of 12:00 midnight and 4:00 a.m. to minimize traffic disruption.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 2701, § 1, 2-7-95; Ord. No. 3101, § 1, 1-6-98; Ord. No. 3225, § 1, 5-4-99)

Sec. 8.600. TEMPORARY AND SEMI-PERMANENT SIGNS ALLOWED.

A. TEMPORARY SIGNS:

1. TEMPORARY SIGNS, WHICH BY THE NATURE OF THEIR CONSTRUCTION, PLACEMENT AND MATERIAL ARE IMPERMANENT AND PRONE TO CREATE PROBLEMS OF LITTER AND BLIGHT, MUST BE REMOVED WITHIN ONE HUNDRED EIGHTY (180) DAYS OF PLACEMENT.
2. TEMPORARY SIGNS SHALL BE MARKED BY A STICKER FURNISHED BY THE CITY AND SHALL INCLUDE THE DATE IT WAS ERECTED, AND THE PERSON RESPONSIBLE FOR PLACEMENT AND REMOVAL.

DRAFT TEXT AMENDMENT 7-TA-2002

3. ANY TEMPORARY SIGN THAT DOES NOT INCLUDE THE REQUIRED INFORMATION OR REMAINS BEYOND THE ALLOWED ONE HUNDRED EIGHTY (180) DAYS SHALL BE SUBJECT TO REMOVAL BY THE CITY.
 4. TEMPORARY SIGNS LOCATED IN THE RIGHT-OF-WAY SHALL REQUIRE AN ENCROACHMENT PERMIT IN CONFORMANCE WITH SECTION 8.312 ABOVE and SECTION 47-101 OF THE SCOTTSDALE REVISED CODE.
- B. SEMI-PERMANENT SIGNS: SEMI-PERMANENT SIGNS, WHICH BY THE NATURE OF THEIR CONSTRUCTION ARE LESS PRONE TO CREATE PROBLEMS OF LITTER AND DETERIORATION THAN TEMPORARY SIGNS BUT MORE THAN PERMANENT SIGNS, SHALL BE ALLOWED TO REMAIN IN PLACE AS DESCRIBED IN SECTIONS 8.601, 8.602, 8.603, 8.604, 8.605, 8.606, 8.609, 8.610, 8.611, 8.612, 8.613, AND 8.615.

Sec. 8.601. ON-PREMISE Development signs.

- I.A. AN ON-PREMISE DEVELOPMENT SIGN IS ALLOWED ONLY FOR THE PURPOSE OF IDENTIFYING A FUTURE DEVELOPMENT THAT HAS BEEN APPROVED BY THE DEVELOPMENT REVIEW BOARD OR A DEVELOPMENT UNDER CONSTRUCTION, AND ANY SUCH SIGN MUST BE REMOVED IMMEDIATELY UPON COMPLETION OF CONSTRUCTION OR ISSUANCE OF CERTIFICATE OF OCCUPANCY FOR THE LAST DWELLING OR TENANT SPACE OF THE ANNOUNCED DEVELOPMENT. The maximum number of signs allowed for each street the property abuts shall be one (1) sign.

~~II. The maximum area of such sign shall be forty eight (48) square feet.~~

- B. AN ON-PREMISE DEVELOPMENT SIGN MUST CONFORM TO THE FOLLOWING REQUIREMENTS:

1. SUCH SIGN SHALL NOT EXCEED SIXTEEN (16) SQUARE FEET.
2. IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.

~~III. 3. The maximum height of such sign shall be ten (10) feet.~~

~~IV. 4. Such sign may NOT be illuminated. by indirect lighting only.~~

~~V. Such sign shall be removed immediately upon completion of construction of the announced development.~~

~~VI. Such sign shall be for the sole purpose of identifying a future development which has been approved by the Development Review Board or a development under construction.~~

DRAFT TEXT AMENDMENT 7-TA-2002

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.602. ON-PREMISE Contractor or subcontractor signs.

~~±~~ **A.** The maximum number of such signs for each contractor or subcontractor shall be one (1) sign.

~~±±~~ **B.** The maximum sign area allowed each contractor or subcontractor shall be four (4) square feet.

~~±±±~~ **C.** The maximum height of such sign shall be ten (10) feet.

~~±±±±~~ **D.** All contractors and subcontractors engaged in construction or repair of buildings on an individual parcel of land may be listed on one sign not to exceed an area of ~~twenty four (24)~~ **SIXTEEN (16)** square feet.

~~±±±±±~~ **E.** On completion of the construction or repair of the building such sign shall be removed immediately.

~~±±±±±±~~ **F.** Such sign shall be for the sole purpose of designating the contractor(s) and subcontractor(s) engaged in the construction or repair of a building or buildings on a parcel of land.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.603. ON-PREMISE Sale, lease, and rent signs.

~~±.A.~~ Such sign shall be placed on property being rented, leased, or sold.

~~±±.B.~~ The maximum sign area for a parcel containing an area of two (2) acres or less shall be four (4) square feet.

~~±±±.C.~~ The maximum sign area for a parcel containing more than ~~two (2)~~ **THREE (3)** but less than ten (10) acres in area shall be nine (9) square feet.

~~±±±±.D.~~ The maximum sign area for a parcel containing ten (10) or more acres shall be ~~fifteen (15)~~ **SIXTEEN (16)** square feet.

~~±±±±±.E.~~ The maximum height of such sign shall be ten (10).

~~±±±±±±.F.~~ Such sign shall be illuminated only by indirect lighting.

F. PORTABLE SIGNS SHALL NOT BE PERMITTED.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.604. OFF-PREMISE Subdivision, condominium and multifamily directional signs.

I. [Zones Other Than P.C.D.] Uses in zones other than P.C.D. are allowed signs as follows:

A. The maximum number of such signs ~~shall be~~ for each subdivision or

DRAFT TEXT AMENDMENT 7-TA-2002

condominium **SHALL BE** two (2) signs.

- B. The maximum number of signs allowed per mile or where there is a change of direction shall be one (1) sign.
- C. ~~The maximum area of such sign shall be forty-eight (48) square feet.~~ **SUCH SIGN SHALL NOT EXCEED SIXTEEN (16) SQUARE FEET.**
- D. IF PLACED BEHIND A SCENIC CORRIDOR SETBACK, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**

~~D E.~~ The maximum height of such sign shall be ten (10) feet.

~~E. Illumination shall be indirect only.~~

- F. Such signs for subdivision and condominium projects shall be removed immediately after the use they identify is fulfilled.
- G. All signage ~~for multifamily~~ is allowed for one hundred eighty (180) days from issuance of the sign permit only. Such sign may be granted a one-time extension not to exceed one hundred eighty (180) days.

~~H. The text contained upon such sign shall be limited to:~~

- ~~1. The recorded name of the subdivision or condominium.~~
- ~~2. The direction to the subdivision or condominium.~~
- ~~3. The distance to the subdivision or condominium.~~

~~I H.~~ No sign shall be located within one hundred (100) feet of any residence.

II. *Uses in P.C.D. Zones.* A master sign plan shall be submitted at the time of application for the sign permit(s) which complies with the following criteria:

- A. The maximum area of an individual sign shall not exceed five (5) square feet.
- B. The maximum height of an individual sign shall be three (3) feet.

When combined with an open house directional [sign], the maximum height shall be four (4) feet.
- C. Where there is more than one (1) sign, such signs shall be incorporated into a monument sign.

DRAFT TEXT AMENDMENT 7-TA-2002

- D. The maximum height of a monument sign shall be ten (10) feet.
- E. The maximum number of such signs shall be for each subdivision or condominium **PROJECT SHALL BE** ten (10) signs.
- F. ~~Such sign shall contain only the name of the subdivision or condominium and the directional arrow.~~
- G F. All such signs shall refer to a development on land zoned P.C.D.
- H. ~~Illumination shall be indirect only.~~

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90; Ord. No. 2401, § 1, 10-1-91; Ord. No. 3250, § 1, 9-7-99)

Sec. 8.605. OFF-PREMISE Open house directional signs.

- I.A. Open house directional signs shall be used to direct traffic to a residence for sale, and may be incorporated as a part of the subdivision directional allowed in section 8.604.
- II.B. Such sign shall be used only when a sales person **OR HOMEOWNER OR HOMEOWNER'S AGENT** ~~is on duty at the residence for sale~~ **IS PRESENT DURING THE TIME OF THE OPEN HOUSE.**
- III.C. The maximum number of such signs for each residence for sale shall be ~~three (3)~~ **FOUR (4)** signs.
- IV.D. The maximum area of each such sign shall be four (4) square feet.
- V.E. The maximum height of such sign shall be three (3) feet.
- VI.F. Such sign shall not be illuminated.
- VII.G. Such sign shall not be placed in any right-of-way.
- VIII.H. Such sign shall not be placed so as to create a traffic hazard.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.606. No trespassing signs.

A. A "NO TRESPASSING" SIGN MAY BE PLACED ON PRIVATE PROPERTY, SUBJECT TO THE FOLLOWING CONDITIONS:

- I.1. Such sign may be freestanding.

DRAFT TEXT AMENDMENT 7-TA-2002

- ~~II.2.~~ The maximum area of such sign shall be four (4) square feet.
- ~~III.3.~~ Such signs on a parcel of land shall be separated by a distance of one hundred (100) feet.
- ~~IV. Such sign shall not be placed in any public right-of-way.~~
- V.4. Such sign shall not be placed so as to create a traffic hazard.
- ~~VI.5.~~ No permit shall be required for such sign.
- (Ord. No. 2260, § 2, 7-18-89)

Sec. 8.607. Political signs.

- ~~I. Political signs are temporary signs supporting the candidacy for office or urging action on any other matter on the ballot of primary, general, and special elections.~~
- ~~II A.~~ Such **POLITICAL** signs shall **HAVE** be limited to a period immediately preceding the election of sixty (60) days. ~~III C.~~ The **A** maximum area of such sign shall be thirty two (32) **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**
- ~~IV.B.~~ The maximum height of such sign shall be ten (10) feet.
- ~~V. Such sign may be freestanding.~~
- ~~VI C.~~ The person, party, or parties responsible for the erection or distribution of any such signs shall **SUBMIT TO THE CITY A MAP SHOWING ALL SIGN LOCATIONS ALONG WITH CONTACT INFORMATION OF THE PARTY OR PARTIES WHO SHALL** be jointly and severably liable for their removal. ~~of them within ten (10) days after the election to which they refer.~~
- ~~VII D.~~ No **SIGN** permit shall be required for such sign. **AN ENCROACHMENT PERMIT SHALL BE REQUIRED PURSUANT TO SECTION 8.312.III AND SECTION 47-101 OF THE SCOTTSDALE REVISED CODE FOR POLITICAL SIGNS PLACED IN THE RIGHT-OF-WAY.**

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.608. Grand opening signs.

- ~~I. Such signs shall contain the words "Grand Opening" only.~~

DRAFT TEXT AMENDMENT 7-TA-2002

II.A. Such signs may be displayed for a period of calendar days not to exceed ~~ten (10)~~ **THIRTY (30)** days.

III.B. The maximum number of grand opening signs for each business shall be one (1) sign.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.609. Menu signs.

I.A. A menu sign shall be used to display the published menu and the corresponding prices.

II.B. Such sign may indicate if the restaurant is open and list the hours of operation.

III.C. The maximum number of such signs for each restaurant shall be one (1) sign.

IV.D. The maximum area of such sign shall be four (4) square feet.

V.E. Such sign shall be enclosed in a casing attached to the building and extending in depth from the wall not more than two (2) inches.

VI.F. Illumination shall be indirect only.

VII.G. No permit shall be required for such sign.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.610. Master developer identification sign.

I.A. Such sign shall only indicate the name of the MPC, the name of the entity developing the MPC, and the MPC or developer logo.

II.B. The maximum number of such signs for each arterial or major collector street leading to the MPC shall be one (1) sign.

III.C. The maximum area of such sign shall be ~~forty-eight (48)~~ **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**

IV.D. The maximum height of such sign shall be ten (10) feet.

V.E. Illumination shall **NOT** be **ALLOWED**. ~~indirect only~~.

VI.F. Such signs shall not be located at entrances which have permanent MPC entryway signs.

DRAFT TEXT AMENDMENT 7-TA-2002

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.611. Information center identification.

~~±~~.A. [*Generally.*] **INFORMATION CENTER IDENTIFICATION** Such signs are allowed only for an MPC (master planned community) of not less than one hundred sixty (160) acres.

~~±±~~.B. [*Location*] Such sign shall be located on the site of the information center.

~~±±±~~.C. *Project Identification.*

A.1. Building wall signs.

~~1~~.a. Such sign shall identify the project name only.

~~2~~.b. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.

~~3~~.c. The maximum sign height on a building shall be three (3) stories.

~~4~~.d. No part of a building wall sign shall extend above a roof line.

~~5~~.e. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.

~~6~~.f. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

~~±V~~.D. *Freestanding Identification Signs.* There shall be a maximum of one (1) freestanding identification sign per street.

A.1. Landscape wall signs.

~~1~~.a. Such sign shall identify the project.

~~2~~.b. The maximum height of such sign shall be five (5) feet.

~~3~~.c. The maximum individual letter area shall be twelve (12) square feet.

~~4~~.d. Such sign shall be placed within a landscaped setting of not less than one hundred twenty (120) square feet.

B.2. Monument signs.

~~1~~.a. Such sign shall identify the project.

DRAFT TEXT AMENDMENT 7-TA-2002

- 2.b. The maximum height of such sign shall be five (5) feet.
 - 3.c. The maximum sign area shall be twelve (12) square feet.
 - 4.d. The maximum vertical dimension of the unit shall be four (4) feet.
 - 5.e. The maximum horizontal dimension of the unit shall be ten (10) feet.
 - 6.f. Such sign shall be placed within a landscaped setting of not less than one hundred twenty (120) square feet.
- ¶.3. *Sum Total Sign Area.* The sum total area of all such signs shall not exceed forty (40) square feet.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.612. MASTER PLANNED COMMUNITY (MPC) information center directional signs.

- ¶.A. An MPC containing less than six hundred and forty (640) acres shall be allowed ~~a number of such signs not to exceed~~ **NO MORE THAN** ten (10) **MPC INFORMATION CENTER DIRECTIONAL** signs.
- ¶.B. An MPC of six hundred and forty (640) or more acres shall be allowed a number of ~~such~~ **MPC INFORMATION CENTER DIRECTIONAL** signs not to exceed twenty (20) signs.
- ¶.C. The maximum area of such sign shall be ten (10) square feet.
- ¶.D. The maximum height of such sign shall be three (3) feet.
- ¶.E. Illumination shall **NOT** be **ALLOWED.** ~~indirect.~~
- ¶.F. The text contained on such signs shall be limited to:
 - A. 1. The name of the information center.
 - B. 2. The direction to the information center.
 - C. 3. The distance to the information center.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.613. Major MASTER PLANNED COMMUNITY (MPC) information center directional signs.

DRAFT TEXT AMENDMENT 7-TA-2002

A. A MAJOR MASTER PLANNED COMMUNITY (MPC) CONTAINS SIX HUNDRED FORTY (640) ACRES OR MORE.

B. MAJOR MPC INFORMATION CENTER DIRECTIONAL SIGNS MUST CONFORM TO THE FOLLOWING REQUIREMENTS:

I.1. The maximum number of such signs in each MPC shall be one (1) sign.

II.2. The maximum area of such sign shall be ~~twenty (20)~~ **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**

III.3. The maximum height of such sign shall be ten (10) feet.

IV.4. Illumination shall **NOT** be **ALLOWED.** ~~indirect.~~

V.5. The text contained on such sign shall be limited to:

- A. a. The name of the information center.
- B. b. The direction to the information center.
- C. c. The distance to the information center.

(Ord. No. 2260, § 2, 7-18-89)

Sec. 8.614. Window signs.

I.A. Signs on or inside the windows of a commercial establishment are permitted, but no signs are permitted in unglazed openings.

II.B. The area of such signs shall not be deducted (except as allowed in section 8.417) from the total sign area allowed but the total of all window signs shall not exceed the total sign area allowed for the use.

III.C. No more than twenty-five (25) percent of any window pane that is more than three (3) feet in any dimension may be used for such signs.

(Ord. No. 2260, § 2, 7-18-89; Ord. No. 2278, 2-20-90)

Sec. 8.615. Master planned community off-premise directional signs.

I.A. MPC off-premise directional signs are allowed as follows:

A.1. The maximum number of such signs for each MPC shall be ~~one (1)~~ **TWO (2)** signs.

DRAFT TEXT AMENDMENT 7-TA-2002

- ~~B.2.~~ The maximum number of signs allowed per mile or where there is a change of direction shall be ~~.....~~
ONE (1) sign.
- ~~C.3.~~ The maximum area of such sign shall be ~~.....~~ ~~(48)~~ **SIXTEEN (16)** square feet. **IF PLACED BEHIND A DEDICATED SCENIC CORRIDOR EASEMENT, SUCH SIGN SHALL NOT EXCEED THIRTY-TWO (32) SQUARE FEET.**
- ~~D.4.~~ The maximum height of such sign shall be ~~.....~~ (10) feet.
- ~~E.5.~~ Illumination shall **NOT** be **ALLOWED.** ~~indirect only.~~
- ~~F.6.~~ Such signs shall be removed within ~~five (5)~~ **ONE (1)** year from date of permit issuance.
- ~~G.7.~~ The text contained upon such sign shall be limited to:
- ~~1.a.~~ The recorded name of the master planned community.
 - ~~2.b.~~ The direction to the master planned community.
 - ~~3.c.~~ The distance to the master planned community.
- ~~H.8.~~ No sign shall be located within one hundred (100) feet of any residence.

(Ord. No. 2278, 2-20-90)